

### REMARKS

This application has been carefully reviewed in light of the Office Action dated January 7, 2008. Claims 77, 79 to 84 and 86 to 90 are pending in the application, with Claims 78 and 85 having been canceled. Claims 77 and 84 are the independent claims. Reconsideration and further examination are respectfully requested.

Claims 77 to 79, 81 to 86 and 88 to 90 were rejected under 35 U.S.C. § 103(a) over U.S. Patent No. 5,978,013 (Jones) in view of U.S. Patent No. 5,978,013 (Walkingshaw), and Claims 80 and 87 were rejected under § 103(a) over Jones in view of Walkingshaw and further in view of U.S. Patent No. 5,699,107 (Lawler). Reconsideration and withdrawal of the rejections are respectfully requested.

The present invention concerns laying out a plurality of contents for received data-broadcasting data for printing out the contents. According to the invention, data-broadcasting data the includes a plurality of contents, each having category information, are received and a plurality of contents corresponding to a plurality of categories are extracted from the received data in accordance with a predetermined condition. The extracted plurality of contents corresponding to the plurality of categories are laid out on predetermined positions of a printout in accordance with the plurality of categories. The laid-out printout is then printed.

Referring specifically to the claims, amended independent Claim 77 is directed to a data-broadcasting receiving apparatus, comprising, receiving means for receiving data-broadcasting data including a plurality of contents, each content having category information, extracting means for automatically extracting a plurality of contents

corresponding to a plurality of categories from the data-broadcasting data received by the receiving means, in accordance with a predetermined condition, generating means for laying out the plurality of contents corresponding to the plurality of categories extracted by the extracting means on predetermined positions of a printout in accordance with the plurality of categories, and generating print data for printing out the laid-out contents, and output means for outputting to a printing means the print data generated by the generating means, wherein the extracting means extracts a predetermined number of contents for each of the plurality categories in accordance with the predetermined condition.

Claim 84 is a method claim that substantially corresponds to Claim 77.

The applied art, alone or in any permissible combination, is not seen to disclose or to suggest the features of amended independent Claims 77 and 84, and in particular, is not seen to disclose or to suggest at least the features of extracting a plurality of contents corresponding to a plurality of categories from received data-broadcasting data, in accordance with a predetermined condition, and laying out the extracted plurality of contents corresponding to the plurality of categories on predetermined positions of a printout in accordance with the plurality of categories, wherein the extracting means/step extracts a predetermined number of contents for each of the plurality categories in accordance with the predetermined condition.

As readily admitted in the Office Action, Jones “fails to disclose that the coupon information contains categories and that coupon can be printed in accordance with a category” and thus also fails to teach to lay out the plurality of contents corresponding to the plurality of categories, extracted from the received data-broadcasting data in

accordance with a predetermined condition, on predetermined positions in accordance with the plurality of categories.

Walkingshaw is merely seen to disclose that “If the decoded product category data corresponds to a category (such as weather, financial market data) in memory 110, the coupon printer 140 is actuated to print a coupon 150 in accordance with the decoded coupon data.” (Column 3, Line 59 to Column 4, Line 3). However, this reference also does not disclose or suggest laying out the plurality of contents corresponding to the plurality of categories, extracted from the received data-broadcasting data in accordance with a predetermined condition, on predetermined positions in accordance with the plurality of categories. It should be noted that while the reference of Walkingshaw teaches that “home couponing service will have been provided with decoder-printing unit 100, pre-programmed with the particular product categories in which the subscriber is interested”, (column 3, lines 59-62), this does not suggest laying out the plurality of contents corresponding to the plurality of categories, extracted from the received data-broadcasting data in accordance with a predetermined condition, on predetermined positions in accordance with the plurality of categories, as clearly recited in the amended claims.

Lawler is merely seen to disclose allowing a viewer to set a reminder to view a program and, when time of the program is determined, tuning the tuner to a preferred program to viewer at the predetermined time. (See Column 11, Line 30 - Column 13, Line 16). However, Lawler also does not disclose or suggest laying out the plurality of contents corresponding to the plurality of categories, extracted from the received

data-broadcasting data in accordance with a predetermined condition, on predetermined positions in accordance with the plurality of categories.

In view of the foregoing, the cited references of Jones, Walkingshaw and Lawler, taken alone or in combination, do not teach the present invention recited in the amended Claim 77 and 84. Thus, Claims 77 and 84, as well as the claims dependent therefrom, are believed to be allowable.

No other matters having been raised, the entire application is believed to be in condition for allowance and such action is respectfully requested at the Examiner's earliest convenience.

Applicants' undersigned attorney may be reached in our Costa Mesa, California office at (714) 540-8700. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

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